WENATCHEE VALLEY COLLEGE

• Brand Identity •

A COMPREHENSIVE STYLE GUIDE

Updated: 2022

BRAND IDENTITY
COMMUNICATING OUR BRAND

PURPOSE OF THIS GUIDE

In a world bombarded with visual and verbal messages, it's important for our institution to have focus and maintain a purpose in all of our marketing efforts. It is our goal to present a comprehensive brand identity style guide that brings clarity to Wenatchee Valley College's visual representation and overall message.

DEVELOPMENT

Our brand identity was developed over time through current trend case studies and focus groups. Various inspirational style guides were analyzed and current design trends were taken into consideration when compiling elements for this resource.

STYLE GUIDELINES

This style guide is meant to be a platform for all Wenatchee Valley College branding standards. Not all graphic or publication elements will be present within the guide but are instead represented by the identity standards set forth. By following these guidelines you should gain a good understanding of how to properly communicate the mission and goals of Wenatchee Valley College.

WHAT IS A BRAND?

A brand is much more than a logo. It's a cohesive blend of our institution's story, visual representation, vocabulary, and last but not least the audience's perception of our message.

WHY ARE BRAND STANDARDS IMPORTANT?

It is important for us to speak with one voice. Consistency is essential in bringing focus and direction to our institution, especially when maintaining the cohesiveness of two campuses.

BENEFITS OF BRANDING

1. Promotes a better understanding of Wenatchee Valley College, its mission and goals.
2. Creates a unique identity that sets Wenatchee Valley College apart from institutions.
3. Increased likelihood in reaching target audience.
4. Better recruitment tool for potential students.
5. Morale booster for Wenatchee Valley College alumni and staff.
6. Better fundraising potential.
7. Improved credibility as a whole.

BRAND IDENTITY
COMMUNICATING OUR BRAND

IMPORTANT STEPS TO ACHIEVING CONSISTENCY

- Does your message support the college's mission?
- Does your message maintain the college's tone and voice, reflecting WVC's brand personality?
- Have you appropriately incorporated Wenatchee Valley College's logo/mark?
- Have you worked closely with the college's brand managers to ensure that your communication accurately portrays Wenatchee Valley College?

RESOURCES FOR BRAND MANAGEMENT

Reach out to the Public Information Office for assistance with branding and marketing. You can reach the Public Information Office at pio@wvc.edu or 509-682-6420. You can also visit the WVC Brand Standards page: wvc.edu/Brand.

The WVC Brand Standards page includes:
- Downloadable academic and athletic logos
- Branding colors and codes
- Downloadable fonts
- Content writing guidelines
- Downloadable WVC Zoom backgrounds

The WVC Public Information Office webpage also includes:
- A marketing request form
- A marketing materials request form
- Required photo release online form and downloadable form
- Web editing training resources
- Design and marketing material examples

You can also contact a specific department contact.

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WVC LOGO
MORE THAN A MARK

SYMBOL

The three rivers symbol represents Wenatchee Valley College as a river of knowledge. The mark also plays off of the college's location in the form of the mighty Columbia and its tributaries.

TYPOGRAPHY

A traditional serif, Trajan Pro is used as the primary lettering. It was selected for it's collegiate feel and readability.

COLOR

A mid-tone blue was chosen as the primary color. This color represents quality and opportunity while also contributing to the Columbia River symbolism. Mid-grays and black were used to complement and ground the elements.

FLEXIBILITY

The logo was designed with simplicity in mind to allow flexibility in the brand's overall identity.

WENATCHEE VALLEY
C O L L E G E

WVC LOGO
VARIANTS & USES

PRIMARY

SECONDARY

MARKS

USES

Educational Graphic Design

Educational Publications

Website

Social Media

USES

Limited *Marketing Use*
Community Relations Only

Limited *Website Use*
Community Relations Only

USES

Limited *Marketing Use*
Community Relations Only

Limited *Website Use*
Community Relations Only

Limited *Social Media Use*
Profile Pictures Only

ATHLETICS LOGO
MORE THAN A MARK

SYMBOL

The symbol represents Wenatchee Valley College Athletics. The mark reflects the Knights mascot and three pillars of success: strength, loyalty, and honor.

TYPOGRAPHY

Times New Roman is the primary lettering. It was selected for it's collegiate feel and readability.

COLOR

Grayscale acts as the primary "color" choice for WVC Athletics. Black and grays are traditional colors.

FLEXIBILITY

The logo was designed with simplicity in mind to allow flexibility in the brand's overall identity. The "color" choice is versatile and works well on jersey, equipment styles and promotional material.

ATHLETICS LOGO
VARIANTS & USES

PRIMARY

SECONDARY

MARKS

USES

Athletics Graphic Design

Athletics Publications

Website

Social Media

USES

Athletics Graphic Design

Athletics Publications

Website
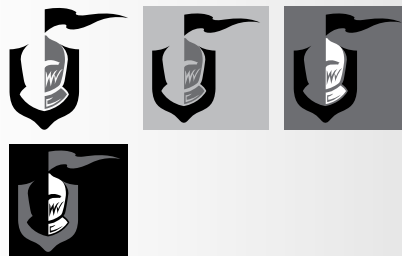
Social Media

USES

Limited *Marketing Use*
Community Relations Only

Limited *Website Use*
Community Relations Only

Limited *Social Media Use*
Profile Pictures Only

THE LOGOS
PROXIMITY

SPACING

To maintain a professional look, it's important to give proper padding around each logo. Do not place logos directly on any edge, or too close to other logos or the dominant edge.

This concept is applied to both the Wenatchee Valley College logo and the WVC Athletics logo.

THE LOGOS
RESTRICTED USAGE

IMPROPER USE

To maintain credibility and consistency, both the Wenatchee Valley College and WVC Athletics logos should not be altered visually. Do not change colors, fonts, or graphic elements. However, resizing is allowed but can cause a loss in image quality if resized larger than original image size. Resizing an image not-to-scale, will cause the image to distort and stretch.

SEPARATION

To avoid conflicting messages, do not use the Wenatchee Valley College logo and the WVC Athletics logo together on the same marketing piece. The logos are meant to be used separately and their use depends on the event/audience.

The official Wenatchee Valley College logo should be used on all academic related material and occasions.

The WVC Athletics logo should be used on all athletics related material and occasions.

Do Not Use Together

Do Not Alter Colors

Do Not Alter/Distort Graphic Elements

TYPOGRAPHY
BRAND TYPE

TRAJAN PRO

Trajan Pro is the primary font used in the Wenatchee Valley College logo. Its elegant typeface is well suited for collegiate and business design. It resembles a classic shape of Roman letterform.

LATO

The body font, Lato, is a modern san-serif font. Its multiple font-weights makes it an very versatile typeset when creating content.

The body font should be used for all main content text.

LEAGUE GOTHIC

League Gothic is a secondary header font. Used in some promotional material.

It is not intended to be used for body text.

A A

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 10

A a

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 10

A a

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567891O

TYPOGRAPHY
BRAND TYPE EXAMPLES

WENATCHEE VALLEY COLLEGE — Trajan Pro

Header — Lato [H2 : 30pt Black : Blue/Dark Gray]

Header — Lato [H3 : 24pt Bold : Dark Gray]

Header — Lato [H4 : 24pt Bold : Dark Gray]

HEADER — League Gothic [H5 : 28pt : Dark Gray]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec a vehicula justo. Ut et risus a diam ornare pulvinar a vel dui. Integer sit amet augue eu enim posuere euismod. Etiam convallis aliquet augue, in imperdiet eros cursus non. Mauris turpis odio, viverra ac semper eget, egestas ut lorem.

Sed consequat rutrum ipsum et tristique. Maecenas interdum metus ac lacus adipiscing, vel commodo nunc vulputate.

Lato [Body : 12pt : Dark Gray]

COLOR PALETTE
THE COLORS OF WVC

COLOR KEY

PMS: Also known as Pantone, is the standardized color matching system. It's commonly used in print, apparel design, and many other styles of production.

CMYK: Stands for Cyan, Magenta, Yellow, and Black. It is primarily a print color code.

RGB: Stands for Red, Green, and Blue. It is commonly referenced for on-screen digital design.

HEX: Hexadecimal is a mathematical color code. It's commonly used when design-ing digitally and is especially helpful on the web.

Note: Copy and paste or enter the numbers to get an exact color match.

ACADEMIC PRIMARY

PMS: 302 C
CMYK: 100 77 27 11
RGB: 0 72 123
HEX #00487B

PMS: 3506 C
CMYK: 84 52 0 0
RGB: 35 115 186
HEX #2373BA

PMS: 284 C
CMYK: 58 19 0 0
RGB: 97 172 223
HEX #61ACDF

PMS: Black 6 C
CMYK: 0 0 0 100
RGB: 0 0 0
HEX #000000

ACADEMIC ACCENT

PMS: 2290 C
CMYK: 32 1 94 0
RGB: 185 210 64
HEX #B9D240

PMS: Warm Red C
CMYK: 0 78 78 0
RGB: 255 95 64
HEX #FF5F40

PMS: 1375 C
CMYK: 0 30 91 10
RGB:230 160 21
HEX #E6A015

PMS: 1807 C
CMYK: 22 100 93 14
RGB: 173 17 40
HEX #AD1128

ACADEMIC GRAY SCALE

PMS: 7540 C
CMYK: 0 0 0 85
RGB: 77 77 79
HEX: #4D4D4F

PMS: Cool Gray 4 C
CMYK: 0 0 0 35
RGB: 177 179 182
HEX: #B1B3B6

COLOR PALETTE
THE COLORS OF WVC

ATHLETICS PRIMARY

PMS: Black 6 C
CMYK: 0 0 0 100
RGB: 0 0 0
HEX #000000

PMS: 7540 C
CMYK: 0 0 0 70
RGB: 109 110 113
HEX: #6D6E71

PMS: Cool Gray 4 C
CMYK: 0 0 0 30
RGB: 188 190 192
HEX: #BCBEC0

ATHLETICS SECONDARY

PMS: 3506 C
CMYK: 84 52 0 0
RGB: 35 115 186
HEX #2373BA

PMS: 284 C
CMYK: 58 19 0 0
RGB: 97 172 223
HEX #61ACDF

COLOR USE EXAMPLES

PMS: Black 6 C
CMYK: 0 0 0 100
RGB: 0 0 0
HEX #000000

PMS: 3506 C
CMYK: 84 52 0 0
RGB: 35 115 186
HEX #2373BA

PMS: Black 6 C
CMYK: 0 0 0 100
RGB: 0 0 0
HEX #000000

PMS: 7540 C
CMYK: 0 0 0 70
RGB: 77 77 79
HEX: #4D4D4F

PHOTOGRAPHY
PHOTOGRAPHIC GOALS

PHOTO GOALS

It's our goal to incorporate photo elements that capture the moment, set the mood, bring focus to the setting that's being captured and tell a story. We also want to include the diverse range of students and faculty that can be found on campus.

DIVERSITY

Photos of students and staff should reflect the diversity of people on campus.

SAFETY GEAR

Proper safety gear and attire must be worn at all times in photos that depict experiments, projects, lab activities, etc.

RESOLUTION

Depending on the medium, photos should be saved at different resolutions:

- Web: 72 dpi
- Print: 300 dpi

For archiving purposes, please save all photos at the highest resolution possible.

Photo Example: Mood

Photo Example: Diversity

PHOTOGRAPHY
PHOTOGRAPHIC REQUIREMENTS

REQUIREMENTS

It is required that all photographers respect the following photo rules:

- No photos of children may be used in college publications or on the web without written consent from parent/guardian.

PHOTO RELEASE

Photo release forms must be signed by the subject(s) in order to be used for any print and social media use.

- Turn in all official marketing photos to the community relations department for archiving purposes.

Photo release forms can be found on the WVC website. You can fill out an online form, or download a printable form.

wvc.edu/**PhotoRelease**

Photo Example: Landscape

Photo Example: Safety

DESIGN EXAMPLES
WVC ACADEMIC GRAPHIC USE
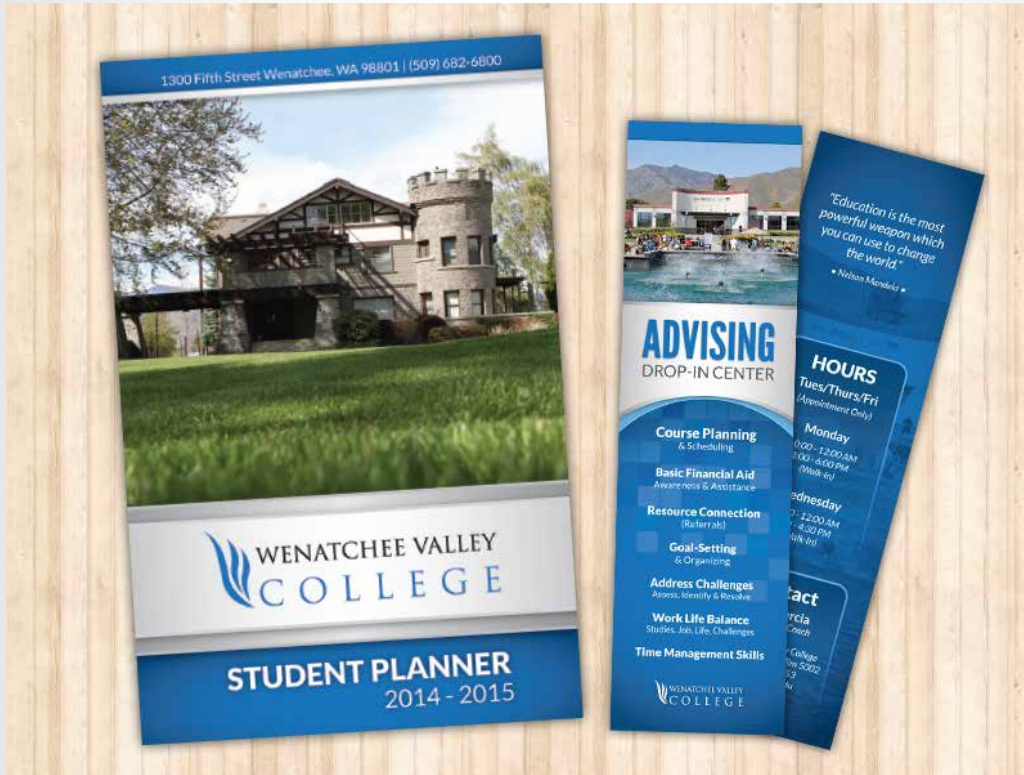
2014-2015 Student Planner (Left) and Advising Bookmark (right)
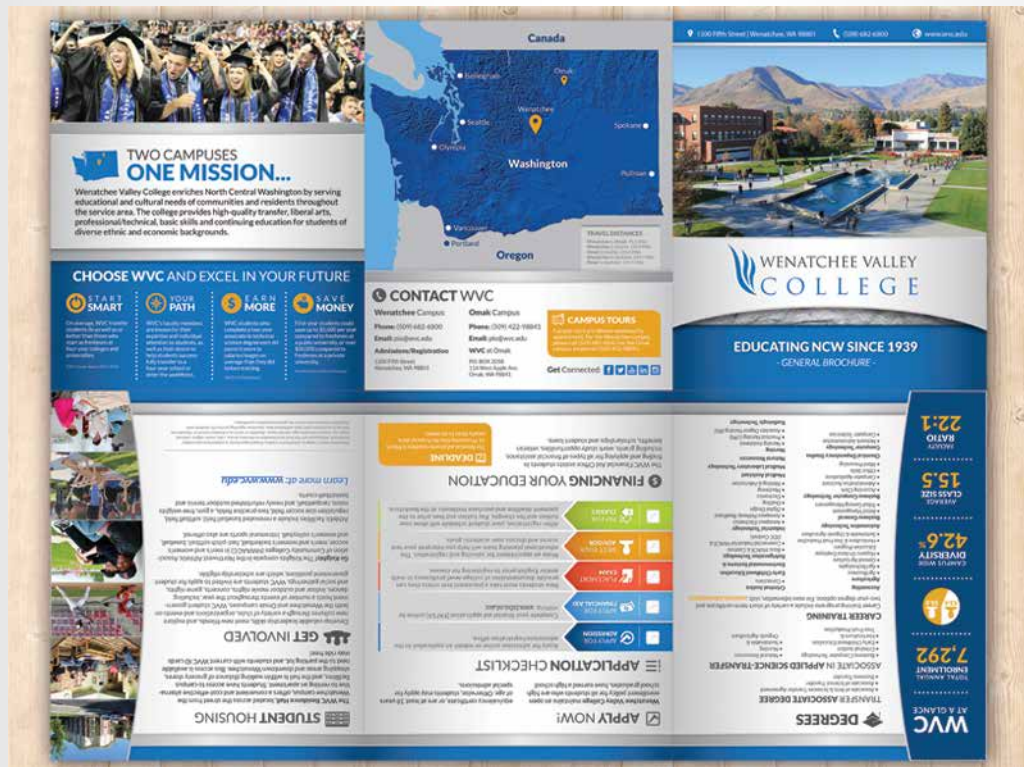
WVC General Brochure

DESIGN EXAMPLES
WVC ACADEMIC GRAPHIC USE

WVC STEM Billboard

WVC Pharmacy Technician

DESIGN EXAMPLES
WVC ACADEMIC GRAPHIC USE

WVC Career Connected Learning Mailer

WVC Website

DESIGN EXAMPLES
WVC KNIGHTS GRAPHIC USE

WVC Knights Booster Club Ad.

WVC Annual Report Page

SOCIAL MEDIA
STRATEGY, CONSISTENCY, AND FOCUS

The Wenatchee Valley College policy on social media (including, but not limited to, Facebook, YouTube, Instagram and Twitter) governs the WVC use of online social utilities and sharing of information, photos, news, and events. Wenatchee Valley College pages on social media sites are intended to provide a venue to share thoughts, ideas, and experiences through discussions, postings, photos, and videos. The primary mission is to inform and engage Wenatchee Valley College stakeholders in a way that promotes education, networking, productivity, civility, and goodwill.

VISION

Social media is a valuable and powerful tool for helping Wenatchee Valley College build community with our students and stakeholders, work more effectively together, connect with the greater community, provide timely and accurate information, and engage students and enhance their experience with the college, faculty, and staff.

INTENT

How we make use of social media can have a significant impact on our organizational and professional reputations. The following policy has been developed to leverage existing social media best practices while positioning Wenatchee Valley College in a manner consistent with established core values.

POLICY

1. At times, it may be appropriate for a program to have a unique social media presence, separate but related to the larger Wenatchee Valley College presence. To streamline the process of account creation, schedule a meeting with a community relations member and complete the training. The community relations director has been designated to determine when a social media presence should be part of WVC's main social media presence, and when a separate unique account should be established. The community relations director approves accounts and will help as needed with implementation and compliance. If a preference is expressed for inclusion in the larger WVC social media presence, the community relations director can be contacted for more options and means of amplifying outreach and messages.
2. Supervision of all affiliated pages is the responsibility of the Social Media Page Creator (hereinafter "Page Creator(s)"). He/she will regularly review page(s) to ensure Wenatchee Valley College policies are being followed.
3. All WVC logos must be taken directly from the established style guide. No portion of the logo may be altered; colors and fonts must remain as outlined in the style guide.
4. In case of an emergency or employee separation, the Page Creator(s) must add the community relations director as an administrator to their page(s).

SOCIAL MEDIA
STRATEGY, CONSISTENCY, AND FOCUS

5. The community relations director will notify the Page Creator(s) of any material(s) or photo(s) that are inappropriate. If Page Creator fails to respond to the request, the community relations department reserves the right to remove any material(s), photo(s) and/or video(s) that misrepresent Wenatchee Valley College.

6. When posting photos of students, a signed "Photo Release" form must be filed with the Community Relations office. This is also necessary when publishing testimonials. The form can be found here: www.wvc.edu/**PhotoRelease**

SOCIAL MEDIA GUIDELINES

1. If an employee has questions about whether a topic is appropriate or inappropriate, the Page Creator(s) will consult the community relations director.

2. References to Wenatchee Valley College information should always cite the college website as providing the most accurate and updated information.

3. Do not post confidential or proprietary information about Wenatchee Valley College students, alumni or employees. The Family Education Rights & Privacy Act (FERPA) should be observed at all times. Information can be found at: www.wvc.edu/**PublicDisclosure**

4. All subsidiary Wenatchee Valley College social media pages should be linked to the college's main social media page.

5. Consider that the audience may include current and prospective students, faculty, staff, donors, alumni, legislators, parents, school counselors, the media, or future employees.

6. It is the responsibility of the community relations director to monitor WVC social media pages, as well as pages of partner organizations that may include references or links to WVC pages.

CONSIDERATIONS

- Use a conversational tone with a human (i.e. not corporate) voice
- Maintain continuous communication, rather than episodic. Recommended frequency is outlined below. Work to build community and engage in conversation
- Actively listen to feedback/responses
- Participate in conversations and discussions about WVC
- Collaborate and share with appropriate partners
- Say "thank you" often
- Create a consistent monthly or quarterly report to measure engagement and use. Sources can include:
  » Followers/fans
  » Re-tweets, shares, likes, and comments
  » Interaction with the social media pages of stakeholders, partners, and team

SOCIAL MEDIA
STRATEGY, CONSISTENCY, AND FOCUS

CHANNELS

Facebook

- WVC Facebook page: facebook.com/WenatcheeValleyCollege
- Main Athletics Facebook page: facebook.com/WenatcheeValleyCollegeAthletics

Well suited for: Photo albums, creating and promoting events, streaming using Facebook Live, cross-promotion with other pages/groups.

Twitter

- WVC Twitter: twitter.com/WVC
- WVC Athletics Twitter: twitter.com/WVC_Knights

Well suited for: Short announcements, emergency communications, cross-promotion and cross-posting of messages.

YouTube

- WVC YouTube channel: youtube.com/user/wenatcheevalley

Well suited for: Promotional videos and video advertisements, livestreaming events

Instagram

- WVC Instagram: instagram.com/wenatchee_valley_college/
- WVC Athletics Instagram: instagram.com/wvc_knights/

Well suited for: Image/photos and collections, image-heavy ads, short videos, cross-promotion

LinkedIn

- WVC LinkedIn: linkedin.com/school/wenatchee-valley-college

Well suited for: Connecting to business partners, posting jobs, monitoring partnerships, promoting community events and maintaining alumni connections

SOCIAL MEDIA
EXAMPLES

Facebook Post

Twitter Tweet

YouTube Video - WVC Workforce and Career Programs

Instagram Post

NON-DISCRIMINATION STATEMENTS

Required statements for publication/web

A non-discrimination statement must appear on all materials, including handouts, flyers, brochures, posters and applications. If it is being made available to students or the public, it must have this statement on it. If materials are available in another language, a translated non-discrimination statement must be included. Spanish translations are available. **The statements cannot be modified.** Exceptions include instructional classroom materials. Size limitations are listed below.

Find these statements in English and Spanish on the WVC website at wvc.edu/**EO**.

Long Form

For use on all materials

Wenatchee Valley College is committed to a policy of equal opportunity in employment and student enrollment. All programs are free from discrimination and harassment against any person because of race, creed, color, national or ethnic origin, sex, sexual orientation, gender identity or expression, the presence of any sensory, mental, or physical disability, or the use of a service animal by a person with a disability, age, parental status or families with children, marital status, religion, genetic information, honorably discharged veteran or military status or any other prohibited basis per RCW 49.60.030, 040 and other federal and state laws and regulations, or participation in the complaint process.

The following persons have been designated to handle inquiries regarding the non-discrimination policies and Title IX compliance for both the Wenatchee and Omak campuses:

- To report discrimination or harassment: Title IX Coordinator, Wenatchi Hall 2322M, (509) 682-6445, title9@wvc.edu.
- To request disability accommodations: Director of Student Access, Wenatchi Hall 2133, (509) 682-6854, TTY/TTD: dial 711, sas@wvc.edu.

NON-DISCRIMINATION STATEMENTS
STATEMENTS, USAGE

Short Form

For use on videos, public PowerPoint presentations, audio advertising, bookmarks and 4" x 6" postcard sizes or smaller.

> Wenatchee Valley College is committed to a policy of equal opportunity in employment and student enrollment. Learn more: wvc.edu/EO.

Micro Form

For use on billboards, and sticky note (3x3) sizes or smaller advertising.

> AA/EO | wvc.edu/EO

Questions?

If you have questions about how to use this statement or whether or not you need to include it on your materials, contact pio@wvc.edu or rbellamy@wvc.edu.

Find these statements in English and Spanish on the WVC website at wvc.edu/**EO**.

YOUR FUTURE STARTS HERE

WVC.EDU